

MichaelPage

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Global FMCG Paid Media Role

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Job Information

Recruiter

Michael Page

Job ID

1554567

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 8th, 2025 17:02

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Drive integrated marketing communication with a focus on paid media strategy, planning, and execution. Manage campaigns from insights to creative adaptation, working closely with cross-functional teams and agencies.

Client Details

Our client is a globally recognised consumer brand with a strong presence in over 170 countries, renowned for its innovative marketing, iconic product portfolio, and deep cultural engagement in sports, music, and lifestyle. The Japan office offers a collaborative and creative environment where employees are empowered to take ownership of impactful projects.

Description

- Analyse consumer and media data to create actionable marketing strategies
- Develop efficient touchpoint and paid media plans across online and offline channels
- Lead end-to-end project management from concept to execution
- Monitor and optimise paid media performance across TV, OOH, and digital
- Manage communication platforms as part of paid media planning
- Adapt global creative assets for maximum relevance in Japan

Job Offer

- Competitive salary with retirement contribution (6.5% of base salary)
- Group life, medical, and long-term disability insurance
- Employee discounts on company products and partner apparel
- 20 days annual leave from the first year (pro-rated)
- Flexible working hours with core time and up to 40% remote work
- Central Tokyo location in a modern office

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yulia Chentukova at +81368328662.

Required Skills

- University degree
 - 3-5 years in B2C marketing with hands-on media campaign management and touchpoint planning (FMCG a plus)
 - Knowledge of paid media planning, digital & social campaigns, and creative production
 - Strong project management skills with the ability to lead stakeholders
 - Analytical mindset with attention to detail and proactive curiosity about consumer/media trends
 - Business-level proficiency in Japanese and English (spoken and written)
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Company Description

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